

KRISTEN DESMOND LEFEVRE

PROFESSIONAL OBJECTIVE

To obtain freelance editorial development, market development, and project management assignments in higher education publishing that will allow me to demonstrate my knowledge and skills, enhance established objectives, meet emerging market needs in innovative ways, and generate and implement new ideas.

EDUCATION

THE UNIVERSITY OF IOWA, IOWA CITY, IOWA

M.F.A., May 1999

Degree Program: University of Iowa Writers' Workshop, Master of Fine Arts in Creative Writing (fiction)

University of Iowa Writers' Workshop Teaching Assistantship, 1997 to 1999.

INDIANA UNIVERSITY, BLOOMINGTON, INDIANA

B.A.J., May 1997

Majors: Journalism and English; Minors: French and Business

Mark and Ruth Welborn Ferree Journalism Scholarship, 1993.

Ernie Pyle School of Journalism Dean's List, 1994 to 1997.

Founder's Day Award (3.50 or above semester GPA), successive semesters: 1994 to 1997.

Lewis B. Edwards Journalism Scholarship, 1996.

Courson-Greeves Prize for Outstanding English Major, 1996.

First Prize, Indianapolis Star-Thomas R. Keating Feature Writing Challenge, 1996.

Blue Key National Honor Fraternity, 1996 to 1997.

Kappa Kappa Gamma Social Fraternity for Women, Delta Chapter. Collegiate member, 1994 to 1997.

EXPERIENCE

LEFEVRE EDITORIAL SERVICES

ATLANTA, GA

Freelance Development Editor and Publishing Consultant (full-time): August 2003 to Present.

RESPONSIBILITIES: Conceptual development, product development, market development and analysis, and line-editing of texts and ancillaries in Higher Education markets. Specializing in successfully maintaining the careful balance in between author and publisher, guiding authors through the publication process while adhering to the project's budget, and serving as an author advocate. Market development and analysis projects include identifying promising new market entries, developing potential new authors for future projects, and assessing manuscript proposals. Position demands high levels of self-motivation, discipline, and effective skills in multi-tasking, communication, and prioritizing. Current and past clients include Routledge Press, Bedford St. Martin's, Houghton Mifflin, McGraw-Hill, Wadsworth/Thompson, and Pearson/ Allyn & Bacon.

HOUGHTON MIFFLIN COMPANY, COLLEGE DIVISION

BOSTON, MA

SPEECH COMMUNICATION, MASS COMMUNICATION, AND JOURNALISM LIST

Development Editor: March 2000 to August 2003.

RESPONSIBILITIES: Content development and project management of print and technology materials for 10 to 15 titles per copyright year. Projects ranged from first editions to problem revisions, from to new market entries to best-selling revisions. Evaluated authored content and multimedia material for effectiveness of presentation, pedagogy, length, level, and consistency, as well as for competitiveness and marketability. Developed basal texts, pedagogical features, and ancillary content with an eye to engaging students across learning styles and backgrounds. Position required identifying, assessing, and responding to market needs through review analyses and campus travel, creating and implementing innovative and marketable development plans, crafting and reinforcing clear marketing messages to the sales force, and cultivating successful and fruitful author relationships. Additional duties included preparing and presenting training programs at national sales meetings, attending regional and national conventions, and soliciting, reading, evaluating, and reporting on manuscript proposals.

EXPERIENCE (continued from previous page)

PEARSON/ALLYN & BACON

NEEDHAM, MA

ENGLISH, DEVELOPMENTAL ENGLISH, RHETORIC, AND COMPOSITION LIST

Editorial Assistant: August 1999 to March 2000.

RESPONSIBILITIES: Managed the progress of approximately 20 titles per copyright year, including the fifth edition of Strunk & White's venerable Elements of Style, and the first edition of the best-selling New Century Handbook by Hult and Huckin. Conducted manuscript reviews, negotiated changes with authors, and guided authors through the review and revision processes. Position also involved managing freelancers, reading and reporting on manuscripts, writing and developing exercise sets and other ancillary materials, analyzing and editing copy for completeness and accuracy, and preparing manuscripts for production.

THE IOWA REVIEW

IOWA CITY, IA

Editorial Assistant: Graduate Research Assistantship August 1998 to May 1999.

RESPONSIBILITIES: Read poetry, fiction, and non-fiction manuscripts submitted for publication consideration.

Participated in editorial board meetings to discuss manuscripts worthy of publication, made final purchasing decisions based on manuscript merit and available funding, negotiated author contracts, and coordinated manuscript changes with authors accepted for publication.

THE UNIVERSITY OF IOWA WRITERS' WORKSHOP

IOWA CITY, IA

Instructor: Graduate Teaching Assistantship, August 1997 to May 1999.

RESPONSIBILITIES: Taught four sections of Creative Writing Workshop. Course covered novels, short stories, poetry, and essays. Designed course syllabus, reading selections and assignments. Read, evaluated, critiqued, and graded student work. Encouraged meaning, sense, clarity, and language precision in all student work. Noted areas in which students could improve, as well as areas in which they succeeded.

THE INFORMATION ARCADE, MAIN LIBRARY, THE UNIVERSITY OF IOWA

IOWA CITY, IA

Information Arcade Consultant: Graduate Research Assistantship, August 1997 to November 1998.

DESCRIPTION: The Information Arcade is a facility for electronic information resources, multimedia development, interactive learning, and innovative online course design. The Arcade facilitates the integration of new information technologies into all aspects of instruction, learning, and research.

RESPONSIBILITIES: Collaborated with professors from various academic disciplines on conceptualizing, creating, and implementing innovative course design through new media and technology products. Position demanded high levels of team-building, troubleshooting, and creative problem solving.

QUILL MAGAZINE, A PUBLICATION OF THE SOCIETY OF PROFESSIONAL JOURNALISTS

GREENCASTLE, IN

Editorial Assistant: Ward-Neff Internship, 1996 to 1997.

RESPONSIBILITIES: Research, fact-checking, writing, editing, graphic design, and page design.

TIME-LIFE BOOKS

ALEXANDRIA, VA

Editorial Assistant: Collegiate Excellence Internship, May 1996 through August 1996.

RESPONSIBILITIES: Developed 4 issues in a series titled: A Child's First Library of Learning, reference books targeted for children ages 4 through 8. Conducted content development and purchasing negotiations for artwork and photographs. Wrote, edited, and proofread copy for each issue.

SKILLS

- Working knowledge of the Microsoft Office Suite, Adobe Page Maker, Quark XPress, Adobe Illustrator, Adobe Photoshop and other applications on both Macintosh and IBM platforms.
- Excellent writing, editing, research, and organizational skills.
- Gifted in leading group discussions and building team environments.
- Effective in motivating individuals to achieve new and established objectives.
- Dedicated to respectfully reviewing and constructively critiquing manuscripts.
- Committed to producing market-ready, saleable, profitable text and ancillary packages.
- Fluent in French conversation and composition (16 years of study).